Whether we like it or not (and obviously we like it a lot), packaging is going to become a point of contention in the near future. We just have too much garbage. But packages hide an army of motivators, persuaders, and decision makers. Viewers of this video are shown exactly why packaging doesn’t merely contain new products - it creates them. They discover that for many products, the package IS the product.

No Other Versions Available

Paris Hilton Inc.: The Selling of Celebrity
75198 DVD
43 min IS 2007 Canadian Broadcasting Corp.

We are drowning in celebrity culture and certainly no tabloid topic has been as big as Paris Hilton. Her incarceration not to mention, initial release, re-incarceration and final release left us knee-deep in her life. Famous for doing nothing, she is the ultimate manifestation of our obsession with celebrity culture and the massive profits that it yields. Pushed by the surging popularity of entertainment and gossip sites on the Internet, the media landscape is being reshaped by the world of “dish”. The ethicists may howl, the columnists complain, but viewers rule and celebrity machine is more than ready to oblige. As long as we are willing to watch and read, who can resist feeding our habit?

No Other Versions Available

Product of Canada Eh? Misleading Food Labels
75211 DVD
24 min IS 2007 Canadian Broadcasting Corp.

Eating local is hot this year. Restaurant menus across the country boast of fresh local meat and produce. Bestselling books encourage us to take up the “100-Mile Diet.” Almost everywhere, there’s a growing sense that it would be smart to reduce our consumption of food that’s traveled halfway around the world. Partly this is about flavour, and the idea that less travel means fresher food that tastes better. Partly it’s about safety: being sure that food from where we live is subject to Canadian standards and inspections. Partly it’s about supporting farmers who live nearby. Partly it’s about using less fuel for the sake of the planet. So there are plenty of reasons to look for the “Product of Canada” label in the grocery store. But here’s the thing. “Product of Canada” doesn’t actually mean the food is from around here. All it means, legally speaking, is that at least 51% percent of its production costs were spent in Canada. As Wendy Mesley’s report reveals, sometimes “Product of Canada” has been to three continents before it lands here.

No Other Versions Available

The Selling Game
71599 DVD
44 min IS 2007 Canadian Broadcasting Corp.
The Selling Game is all about how marketers not only survived the so called Panic on Madison Avenue, but rang in a new gilded age of advertising. Digital media, the internet and cable tv, have handed marketers incredibly powerful new keys to our hearts and minds, and wallets. The TV ad may be on the wane, but marketing is stronger than ever. It’s a bizarre new world of persuasion. Ads just don’t feel like ads anymore and “under the radar” is the buzz term du jour.

No Other Versions Available

Why Work
75137 DVD
21 min IS 2006 Film Ideas Inc.
Work is a life long journey and many experts suggest that the sooner you begin the better. Unless you are independently wealthy or lucky at Lotto, you are going to be working for most of your adult life. In this program viewers learn that when you commit to your job, career advancement, job satisfaction and a sense of fulfillment will follow.

No Other Versions Available